

# Local Lines

SELPS

## SHREWSBURY'S ELECTRIC LIGHT PLANT AND SHREWSBURY'S COMMUNITY CABLEVISION

*Quarterly Newsletter - Spring 2003*

### SELP/SCC

## *Municipal Ownership Benefits*

Shrewsbury Light and Cable customers typically enjoy rates lower than those paid by residents in surrounding towns. That tradition continued in 2002 as rates remained lower or competitive with those paid by customers served by cable and electric companies outside Shrewsbury.

Following is a snapshot of the financial benefits the town realizes by owning and operating its own Light Plant and Cable System. In total, the town received \$1,010,225 in financial benefits through its Light and Cable systems in 2002.

### FINANCIAL BENEFITS OF MUNICIPAL OWNERSHIP—SELP

During 2002, municipal ownership of the electric system provided the following benefits:

|                  |   |
|------------------|---|
| \$113,132        | direct cash payment in lieu of taxes (although SELP is tax exempt, the Light Commission votes annually to make this payment to the Town)                          |
| \$147,838        | interest income from Light Plant operating cash and depreciation funds (SELP elects to give this income from the depreciation fund to the Town)                   |
| \$53,210         | reduced electric rates for all Town buildings (unlike the policy followed by investor-owned utilities, SELP discounts its commercial rate for Town buildings)     |
| \$144,450        | reduced street lighting rates (SELP charges the Town for street lighting at a rate below that available to area towns served by privately-owned electric systems) |
| \$87,600         | Town Hall additions for Town-wide use   |
| <u>\$10,970</u>  | Light Plant labor used for other town functions   |
| <b>\$557,200</b> | <b>Total 2002 contribution by SELP to the Town</b>  |

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## *Municipal Ownership Benefits (cont'd)*

### FINANCIAL BENEFITS OF MUNICIPAL OWNERSHIP—SCC

During 2002, municipal ownership of the cable system provided the following benefits:

|                  |   |
|------------------|---|
| \$283,927        | direct cash payment in lieu of taxes  |
| \$38,778         | interest income from CATV operating cash  |
| \$104,400        | in use of CATV institutional network for transfer of computer data, voice and Internet between town buildings, including schools and police |
| <u>\$25,920</u>  | in service provided to Town and Schools for Internet services   |
| <b>\$453,025</b> | <b>Total 2002 Contribution to the Town by SCC</b>   |

**Total SELP/SCC 2002 contributions to the Town: \$1,010,225**

## PERSONAL VIDEO RECORDER SEEING IS BELIEVING!

Shrewsbury Community Cablevision now offers the **Explorer** home entertainment system. The PVR offers exciting new control over your television.

The PVR replaces your VCR and you will be able to:

- pause and return to live TV programs
- record one channel while watching another
- record two channels simultaneously
- enjoy Picture-In-Picture (PIP) features
- enjoy instant replay feature

**PVR Service: \$11.95\* monthly**

\*Subscription to Digital Cable required

**Call 508.841.8500 to order**



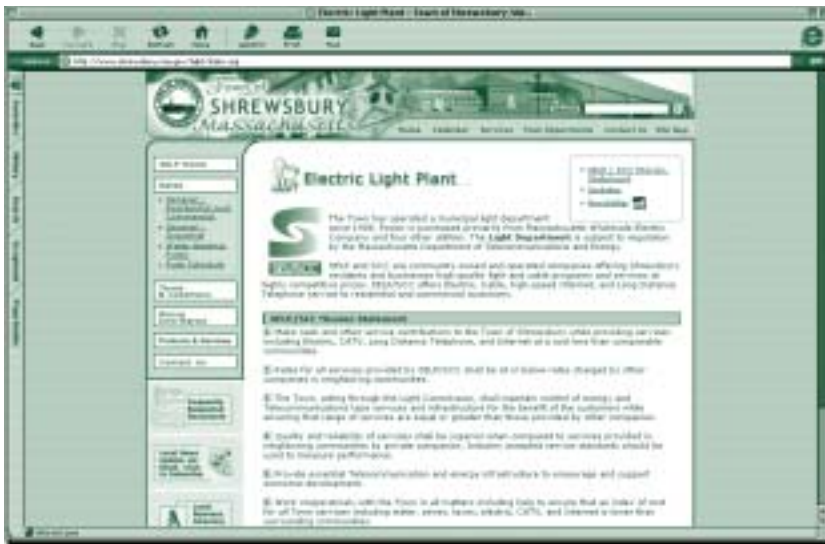
**Shrewsbury's  
Community  
Cablevision**



## *Come Visit Your New Website*

The Town of Shrewsbury launched its new state-of-the-art website in February to provide residents, customers, and businesses with easy access to comprehensive information about the Town, its government and the community it serves. The website can be reached at [www.shrewsbury-ma.gov](http://www.shrewsbury-ma.gov)

"It was long overdue in making the site something that can best serve our community and something we can be proud of," said Tom Josie, general manager of Shrewsbury's Electric Light Plant and Shrewsbury's Community Cablevision which manages the site for the town. "The website will be the place to go for information about town services and the community at large and ultimately will also be an interactive online resource for ordering, registering and even paying for town services."



New features include calendars for Town Committees, Parks and Recreation programs, Library services, Counsel on Aging, and Public Access programs. The new site allows residents to request and receive information via email.

A special committee of town department representatives was established to oversee the redesign project which established the following goal for the website.

"The Town of Shrewsbury's Website will provide a user-friendly site for easy access to information about the Town, its government and the community it serves. Where and when appropriate the site will include interactive capabilities to facilitate ease of use and communication for website visitors. The site will be a vital resource for the Town, its employees, residents and other interested parties from both inside and outside the community."

"We encourage all of our residents and customers to visit our new website and give us any comments or suggestions they might have," Josie said. "It's been built to meet their information needs."

The Town's original website was launched in 1995.





## *Rates Continue to Beat the Competition*

SCC's rates remain lower than rates paid by cable customers in surrounding communities. See chart below for a recent comparison of SCC and Charter rates and the total annual savings that Shrewsbury customers realize.

### 2002 CABLE RATE COMPARISON

|  | SCC     | Charter | SCC \$ Difference | SCC % Difference | Annual Savings |
|--|---------|---------|-------------------|------------------|----------------|
| Basic  | \$12.70 | \$13.94 | \$1.24 less       | 8.8% less        | \$12,320.64    |
| Senior Basic   | \$9.53  | \$12.74 | \$3.21 less       | 25.1%less        | \$6,240.24     |
| Basic & Expanded Basic   | \$27.55 | \$45.49 | \$17.94 less      | 39.4%less        | \$1,754,316.72 |
| Sr. Basic & Expanded Basic   | \$20.66 | \$41.13 | \$20.47 less      | 49.7%less        | \$615,082.56   |
| Internet   | \$39.95 | \$44.95 | \$5.00 less       | 11.1%less        | \$180,000.00   |
| <b>TOTAL ANNUAL SAVINGS FOR SCC SUBSCRIBERS WHEN COMPARED TO CHARTER RATES</b> |         |         |                   |                  |                |
| <b>\$2,567,960.16</b>  |         |         |                   |                  |                |

### SELP SEES NO SIGNIFICANT IMPACT ON RATES

## *Standard Market Design (SMD) for New England*

New England's electric utilities are looking at an upcoming change in the region's wholesale electric markets which took effect March 1. The SMD plan was designed by Independent System Operator (ISO)-New England, a Massachusetts-based organization that operates and administers New England's wholesale electric markets. ISO New England plans to launch the wholesale market system this month.

The plan seeks to encourage the location of generation facilities closer to "electric load" areas where more customers work and live; and seeks to maximize the potential for the most economic, efficient, and effective flow of power to the region and its subparts based on a SMD pricing plan that will fix prices based on energy market locations. Some areas in the region have criticized the plan more than others and it remains to be seen what the outcome of the plan will be. SELP does not anticipate any significant impact on rates.

## SCC TO ADD NEW PROGRAMMING

In response to customer requests for new programming, Shrewsbury Cable will add **4 great new channels** effective July 1st.



**FX**  
Channel 76\*



**TV Land**  
Channel 12†



**Fox Movies**  
Digital Channel 215



**Fox Sports Extreme**  
Digital Channel 229

\*replacing a Pay-Per-View Channel

† replacing WPRI-12 from Providence

## ***Shrewsbury Cable Rates Remain Lower than Charter Rates***

Even with this year's increase, your community owned and operated cable company has expanded basic cable rates that are 38 percent lower than those paid by Charter customers.

## ***Important Notice About Your Bill***

We appreciate your patience as we complete the process in which customers receive a combined bill for all SELP/SCC services. All billing cycles should return to the normal pattern in May. We believe the benefit of a combined bill outweighs the inconvenience of a short-term inconsistent bill cycle.

## ***New Payment Options to Come***

Watch for new payment options that will be available soon, including payment by credit card, debit card and online. We will let you know when those options are available.

## **SYSTEM UPGRADE**

# ***Shrewsbury Electric Installing New Metering System***

A multi-year town-wide program is underway to upgrade the existing metering system to better serve electric customers with new technology for reading meters.

The new system allows SELP to read meters on a regular schedule each month via drive-by readings that are collected electronically. This is a more modern technology that is an industry standard, one being used by electric and gas utilities across the state.

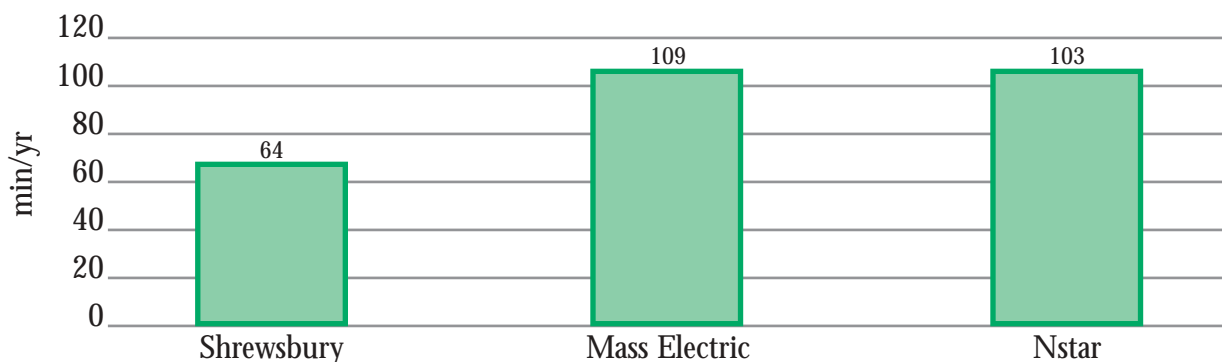
Customers will receive a letter from Shrewsbury Electric in advance of when the changeover will take place in their neighborhood. Customers will experience a power interruption of less than five minutes when the switchover takes place. ■

## **WORKING TO MINIMIZE OUTAGES**

# ***Shrewsbury Electric Light Plant Reliability Statistics***

SELP prides itself on working to minimize outages and maximize the response by its line crews when a power outage occurs. SELP works hard to maintain the integrity of the system and also relies on a thorough tree-trimming program to reduce the possibility of tree limb damage to lines. Outage statistics are one measurement of reliability of service. Shrewsbury customers experienced an average of 51 minutes of interrupted service in 2002. Since 1997, the average outage for Shrewsbury customers per year has been 64 minutes. During that same time, Boston Electric and Mass Electric Customers experienced an average outage of more than 100 minutes per year. See chart below.

**OUTAGES STATISTICS (6 Year Average)**



**“DOUBLE YOUR SAVINGS”**

*with the purchase of an*  
***Energy Star Washing Machine!***

Shrewsbury Electric is participating in a promotion that can save customers \$100 off the purchase of an Energy Star clothes washer. The \$100 rebate is being split between SELP and the manufacturers. The benefit of Energy Star washers is that they help conserve water and energy. Numerous brand names and models are eligible: Fisher & Paykel, Miele, Sears, Frigidaire, GE, Maytag, Equator and Whirlpool (customers should check stores for eligible machines.)

**The process is simple.**

1. Customer purchases washer with Energy Star label between April 12 and July 15 (*see participating stores below*).
2. Customer fills out rebate coupon picked up at point of purchase and mails to address listed on coupon.
3. Energy Federation Inc. (EFI) will mail a rebate check to the customer.



**If customer does not have rebate coupon**

If customers don't have a rebate coupon or don't want to return to the store to get one, they can still get the rebate by sending the following information to the EFI address listed below.

1. A copy of the store receipt
2. A copy of a recent electric bill with account number
3. The serial number of the new Energy Star washer
4. Customer Name and Address

**SEND TO:**

EFI — Double Your Savings  
40 Washington Street, Suite 3000  
Westborough, MA. 01581

**List of retail stores participating in the Energy Star promotion.**

|                                 |                        |            |    |              |
|---------------------------------|------------------------|------------|----|--------------|
| <b>Sears Outlet # 4113</b>      | Route 9 & 20           | Shrewsbury | MA | 508-845-1800 |
| <b>Home Depot</b>               | 530 Boston Turnpike Rd | Shrewsbury | MA | 508-842-4100 |
| <b>Vin's TV &amp; Appliance</b> | 276 Boston Turnpike Rd | Shrewsbury | MA | 508-756-6551 |
| <b>O'Coin's</b>                 | 239 Mill St            | Worcester  | MA | 508-791-3400 |
| <b>Better Electric</b>          | 190 Grafton St         | Worcester  | MA | 508-753-3860 |
| <b>Percy's Appliances</b>       | 19 Glennie St          | Worcester  | MA | 508-756-5810 |
| <b>Best Buy</b>                 | 7 Neponset St          | Worcester  | MA | 508-852-1800 |
| <b>Reliable Maytag</b>          |                        |            |    |              |
| <b>Home Appliance</b>           | 17 Greenwood St        | Worcester  | MA | 508-752-3307 |
| <b>Sclamo's Appliances</b>      | 574 Southbridge St     | Worcester  | MA | 508-755-3747 |
| <b>Lowe's</b>                   | 533 Lincoln St         | Worcester  | MA | 508-595-1450 |
| <b>Home Depot</b>               | 130 Gold Star Blvd     | Worcester  | MA | 508-852-6260 |



***Just \$32.95 – Includes \$100,000 Insurance Policy***

### Shrewsbury Cable offers Surge Protection Service

Shrewsbury Light and Cable offered a solution to help safeguard important electronics equipment in the home from the risk of lightning strikes with the Powermax, 8 Coax surge protector manufactured by Panamax.

The Powermax helps protect valuable equipment, including DVDs, stereos, TVs and computers from electrical surges that may occur through the electrical system. The surge protector costs \$32.95 (*a savings of \$17*).

The cost also includes a manufacturer's \$100,000 insurance policy to cover equipment damage due to a power surge. Any potential claims would be filed with the surge protector manufacturer. Electric utilities are not liable for the loss or damage to equipment caused by Lightning strikes.

Surge protectors can be purchased over the counter at the Light and Cable office at 100 Maple Avenue. ■



## HIGH DEFINITION TELEVISION The Clear Choice

Shrewsbury Cable now offers HDTV Service\*.

HDTV will give you:

- highest resolution picture available today
- great "wide screen" effect
- rich color and clarity

HDTV programming now available on:

HBO\*, Showtime\*, Discovery  
and some local channels.

\*Subscription to Digital Cable and HBO or Showtime required  
(High Definition television required)

HDTV Service: \$8.95 monthly

**Call 508.841.8500  
to order**

Shrewsbury's Community Cablevision



## A Day of Fun & Learning

### *At Our Annual Open House for 4th Graders*

Shrewsbury's Electric Light Plant (SELP) and Shrewsbury's Community Cablevision (SCC) held their annual Electric Safety Open House for all of Shrewsbury's fourth graders on May 6th. The open house was held at the SELP service facility on Municipal Drive.

About 500 Shrewsbury fourth-graders attended the all-day event which combines fun and education including exhibits and demonstrations that focus on learning about playing it safe around electricity. Students saw experiments and demonstrations on conducting electricity, the hazards of electrical lines, using pedal power to produce electricity, watching a video on the "Shocking Truth about Electricity," and taking a tour of an electric substation.

Students also received goody bags packed with electric safety booklets, snacks, and balloons and also took part in a raffle of prizes donated by cable television programmers. ■



**Shrewsbury's Electric Light Plant and  
Shrewsbury's Community Cablevision**

100 Maple Avenue  
Shrewsbury, MA 01545-5398

PRSRT STD  
U.S. Postage Paid  
Worcester, MA  
Permit #22



**Shrewsbury  
Cable  
Complete**

Cable Complete gives customers great value in cable television programming – a total of almost 200 channels offering the best that cable has to offer in news, sports, movies and information.

**For \$39.50 Cable Complete Provides**

- Digital Set-top Box
- Interactive Channel Guide
- 77 Expanded Basic Channels
- 28 Digital Basic Channels
- 45 Digital Music Choice channels
- 35 Pay-Per-View channels